

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Sub C

B 1

1. Cancelled
2. Cancelled
3. Cancelled
4. Cancelled
5. Cancelled
6. Cancelled
7. Cancelled
8. Cancelled
9. Cancelled
11. Cancelled
12. Cancelled
13. Cancelled
14. Cancelled
15. Cancelled

Cont'd

16. (Currently Amended) A personal postal product comprising:
an personal image product having a top surface and a bottom surface, said top surface having personal image having a designated area where an official postal product may be placed, said designated area being modified based on image characteristic a colorimetric value of said official postal product or personal image.

17. (Currently Amended) A personal postal product according to claim 1 wherein the ~~image characteristic of the personal image is based on colorimetric value comprises~~ one or more of the following:
~~the color composition;~~
~~color;~~
~~contrasting color;~~
~~texture.~~
~~the composition~~
~~color~~
~~contrast~~
~~size~~
~~designated area has border~~

18. (Cancelled)

19. (Currently Amended) A personal postal product according to claim 1 wherein ~~there is~~ ~~said modification comprises~~ blending of color at the transition between official postal product and personal image.

20. (Cancelled)

21. (Original) A personal postal product according to claim 1 wherein a boarder area is provided in said designed area for providing an area where said official postal product may be placed for minimizing the possibility of have a non-uniform appearance between said official postal product and said personal image.

22. (Original) A personal postal product according to claim 1 wherein said personal image product comprises a label.

23. (Original) A personal postal product according to claim 1 wherein said official postal product is a stamp.

24. (Original) A personal postal product according to claim 1 wherein said personal image comprises an image that is printed on said personal image product.

25. (Currently Amended) Method of making a personal postal product on which a personal image is provided comprising:

obtaining an official postal product;
determining at least one characteristic colorimetric value of said official postal product;
obtaining a personal image having at least one characteristic; and modifying said at least one characteristic of said personal image in response to said at least one characteristic colorimetric value of said official postal product.

26. (Currently Amended) A method according to claim 10-25 wherein the step of determining said at least one characteristic comprises colorimetric value is accomplished by digitally scanning said personal image and/or official postal product.

27. (Original) A method according to claim 10 wherein said personal postal product is provided with a designated area for placement of said official postal product.

28. (Currently Amended) A method according to claim 12 wherein said designated area is provided with a boarder area having said at least characteristic colorimetric value.

B1
Confidential

29. (Currently Amended) A method of making a postal product assembly comprising:

obtaining an official postal product;

determining at least one ~~characteristic~~ colorimetric value of said official postal product;

obtaining a personal image product having at least one image characteristic;

modifying ~~said at least one characteristic~~ at least one colorimetric value of said personal image product in response to said at least one known ~~characteristic~~ colorimetric value of said official image product.

30. (Original) A method according to claim 14 wherein said official postal product comprises a stamp.
